

Advocacy Video Project By Kristen Shifflett, Suzi Foltz, and Meghan Quinn

For the Advocacy Video Project, our group has decided to promote arts education in Alexandria by following the Alexandria Mobile Arts Lab.

S.M.A.R.T. Objectives

- **Specific** - Our goal is to showcase how the Alexandria Mobile Arts Lab has made an impact on the Alexandria Community in a positive, creative way.
- **Measurable** - The video screening will raise awareness by 10% in the Alexandria Community. We hope to pass this video along to the Alexandria Mobile Arts Lab and allow them to use it on their website to further increase awareness.
- **Achievable** - The video will help raise awareness to the community by showing them the benefits and convenience of this creative initiative. The video will make viewers want to check out the truck the next time they see it stopped somewhere in Alexandria.
- **Realistic** - We hope the Alexandria Mobile Arts Lab will use our video as a promotional tool to raise awareness for this creative initiative. With using this video, we hope to see a 5% increase in viewers watching our short-documentary.
- **Time-bound** - Our goal is to have the Alexandria Mobile Arts Lab a more recognizable landmark to the community by August 31, 2015.

Viewership/Audience

Our audience will primarily be residents in the Northern Virginia (particularly Alexandria) area. These are the people who could actually support and make use of the bus.

However, our audience could be extended to other crowds. For instance, artists who want to share their skills and work with the bus, potential donors to the cause, and really anyone who has an interest in arts education and a hopefully happy story.

Basics of Story/How the Story Will Be Told

The story will focus on an intimate aspect of arts education (the Mobile Arts Lab), but speak to a greater goal of valuing arts education as a whole. This tactic will help to put faces and names to a cause and perhaps make the argument even more convincing than a generic message.

We will take one day of filming to show a day in the life of the Arts Lab. Hopefully showing, the transportation, the workers, the customers, and the community reaction.

Another section of the story (which will be interspersed) is interview segments will hopefully an employee as well as a participant. Our goal is to have a hero of story, and then at least two supporting sources.

Preliminary Inventory List of Audio Visuals

We would like to get a variety of shots with the camera and through video. There would be standard interview segments with the artist and with participants and/or parents outside with the bus as a backdrop. The artist interview segments could be in the bus or even during a demonstration of the artist at work. It would depend on what medium they use for their art but we could get shots of the artist's hands while they work (ex: close up of pencil on paper or hands molding clay). Also show of the art supplies and equipment to be used.

Shots showing smiling kids or adults while making art. Since we're also targeting a Northern Virginia (Alexandria in particular) audience we might try to get shots of recognizable landmarks from the streets, maybe just in the background. The Mobile Art Lab tries to activate public

space and connect art with people so it would help to show people where it's happening because sometimes seeing something happening near you in a familiar environment it places it concretely as real. At the moment, we don't have the schedule for the bus' next visit so we would have to wait to see what area it would be.

A Go-Pro camera placed on the side of the bus would show movement and travel. Different shots from that could be used to show the beginning or start, the middle when the bus parks to do their demonstrations, and the end with the bus pulling away from the curb into traffic. We could also do a conclusive locking up the bus for the night shot that ends the story.

Some sound components would come from the interviews and the sound of an art medium being used like the scratch of charcoal pencils on paper. Some city sounds could come into play at the end when the bus is being locked up or driving away. If we did have overheard conversations, it would come from the people participating and probably be about the art. We could have sound from a ride along in the bus like the engine revving.